

Alliance for the American Dream

Challenging citizens in four communities to increase net income for 10,000 local, middle-class households by 10% by the end of 2020.

SCHMIDT FUTURES

<https://schmidtfutures.com/>

Arizona State University
The Ohio State University
University of Utah
University of Wisconsin-Madison





DreamUp WI graduate students interviewed 168 Dane County residents at community centers, local businesses, libraries, schools, & public events.

46 proposals submitted

(August)

11 semi-finalist teams selected

(September)

3 finalist teams will be selected

to “pitch” to

Schmidt FUTURES

(January)

What makes it difficult for families to get ahead financially?



Cost of Living
Unaffordable housing, food, utilities, health insurance, & taxes.



Childcare
Hard to find affordable service with flexible scheduling.



Education Costs
Post-secondary education & training (e.g. for learning trades) costs are too high.



Job Market & Wages
Difficult to find jobs; wages not increasing with the cost of living.



Racial Discrimination
Systematically affects housing security, job access, healthcare, & education for people of color.



Social Benefits
Strict income limits & requirements make it difficult to qualify for benefits.

Interviewee Annual Household Income:



What could help families decrease their expenses?



Affordable Housing
Lower rent, housing subsidies, rent control, & constructing more affordable housing.



Higher Wages
Increase minimum wage, better job opportunities, & paying higher wages.



Smarter Spending
Limit spending to essential needs, learn to budget, & buy used items.



Lower Health Care Costs
Universal health care, affordable insurance that covers all medical needs, reduced copays & fees.



Affordable Education
Scholarships for low-income & returning students, free post-secondary education & training, & education about available resources.

What could help families increase their incomes?



Raise the Minimum Wage
Increase wages & raise the mandatory minimum wage.



Increase Access to Education & Training
Affordable & flexible education & training.



Budgeting Skills
Increase financial literacy & budgeting skills.

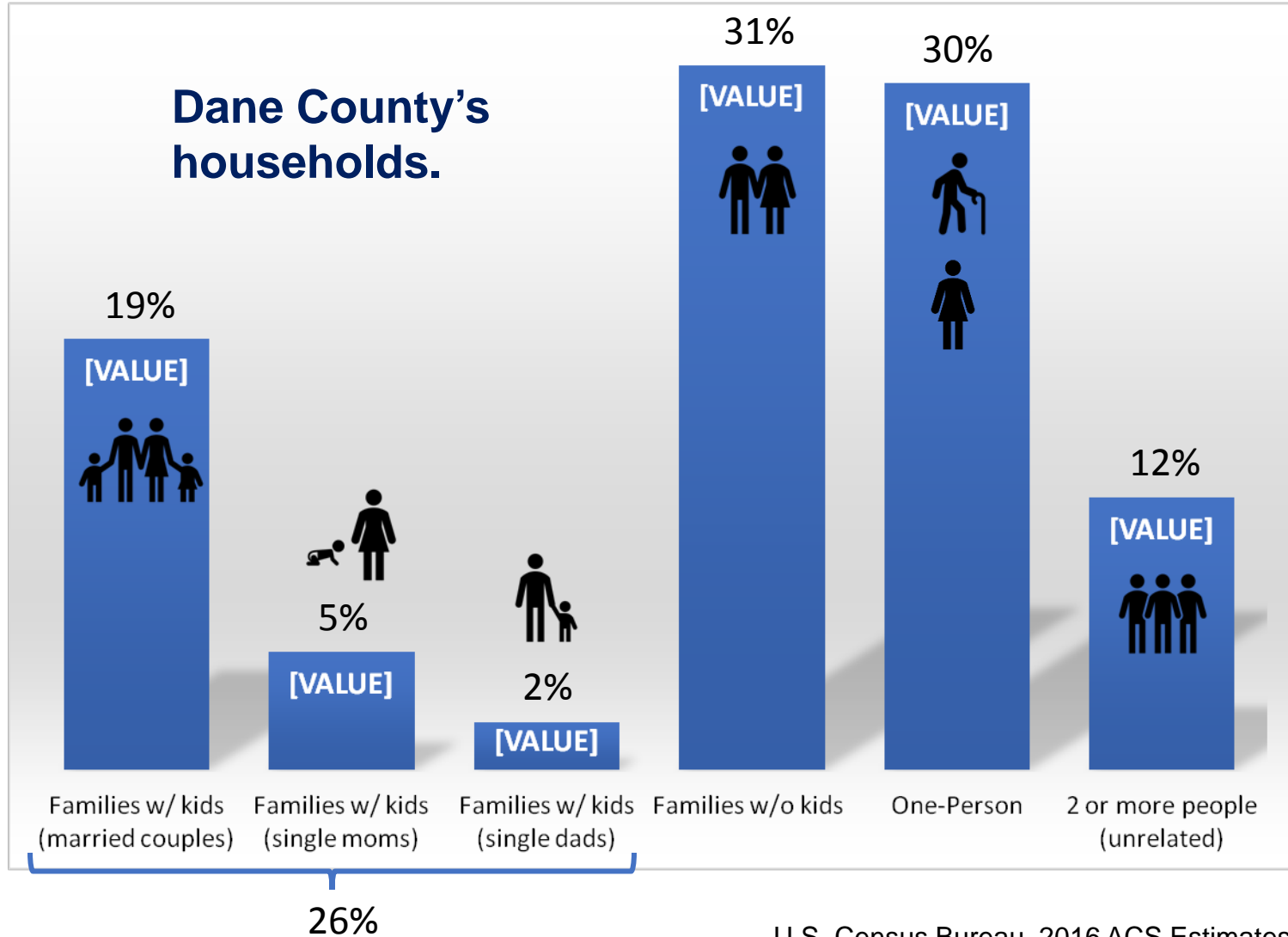


More Employment Opportunities
More advancement options for those not experiencing professional growth.



Don't Know
People feel like they do everything they can to increase their income & reduce their expenses, & are looking for new ideas.

Affordable Workforce Housing for...

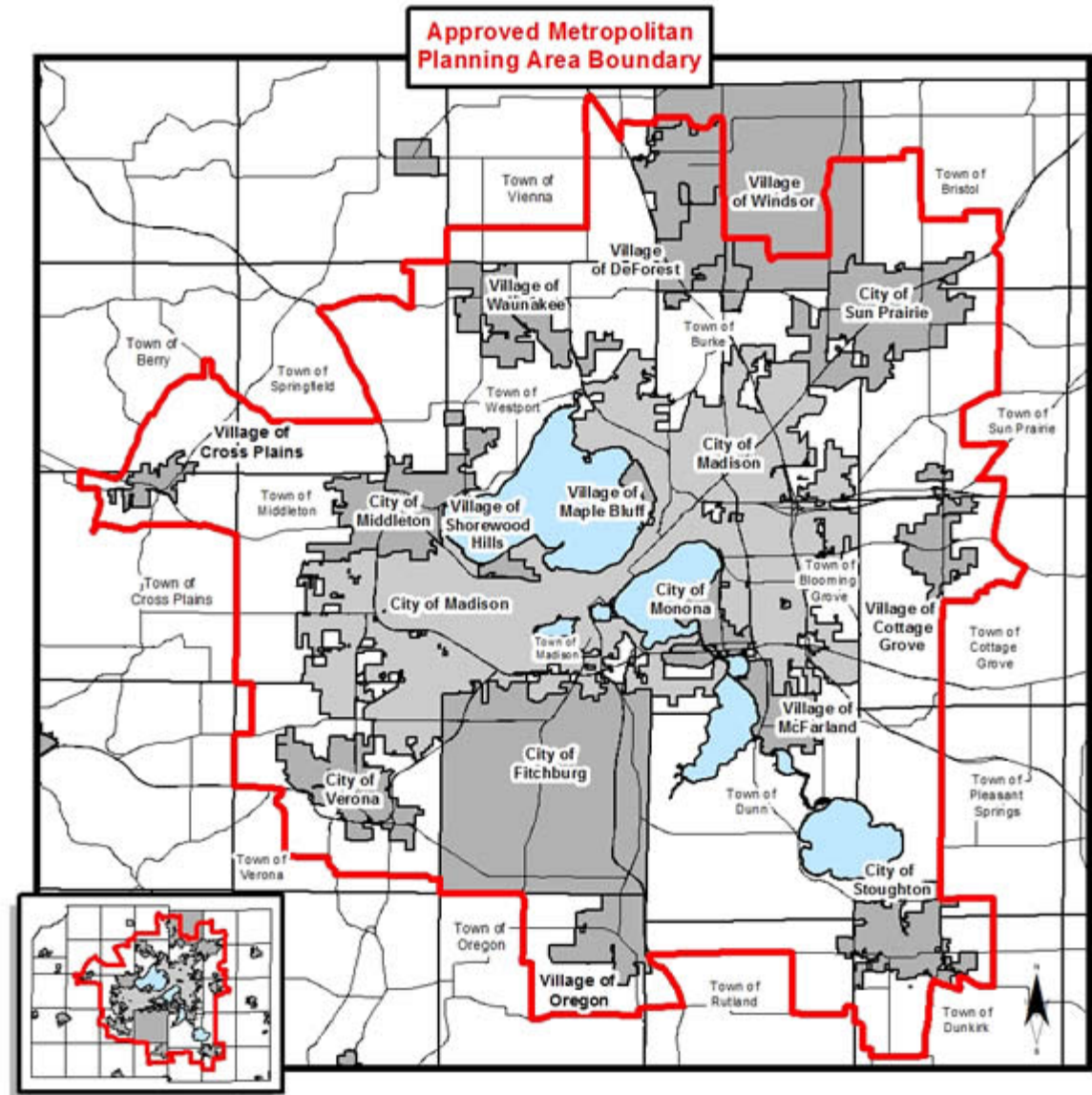


Place-Based Strategy

1 – Madison Area Opportunity Zones (census tracts)

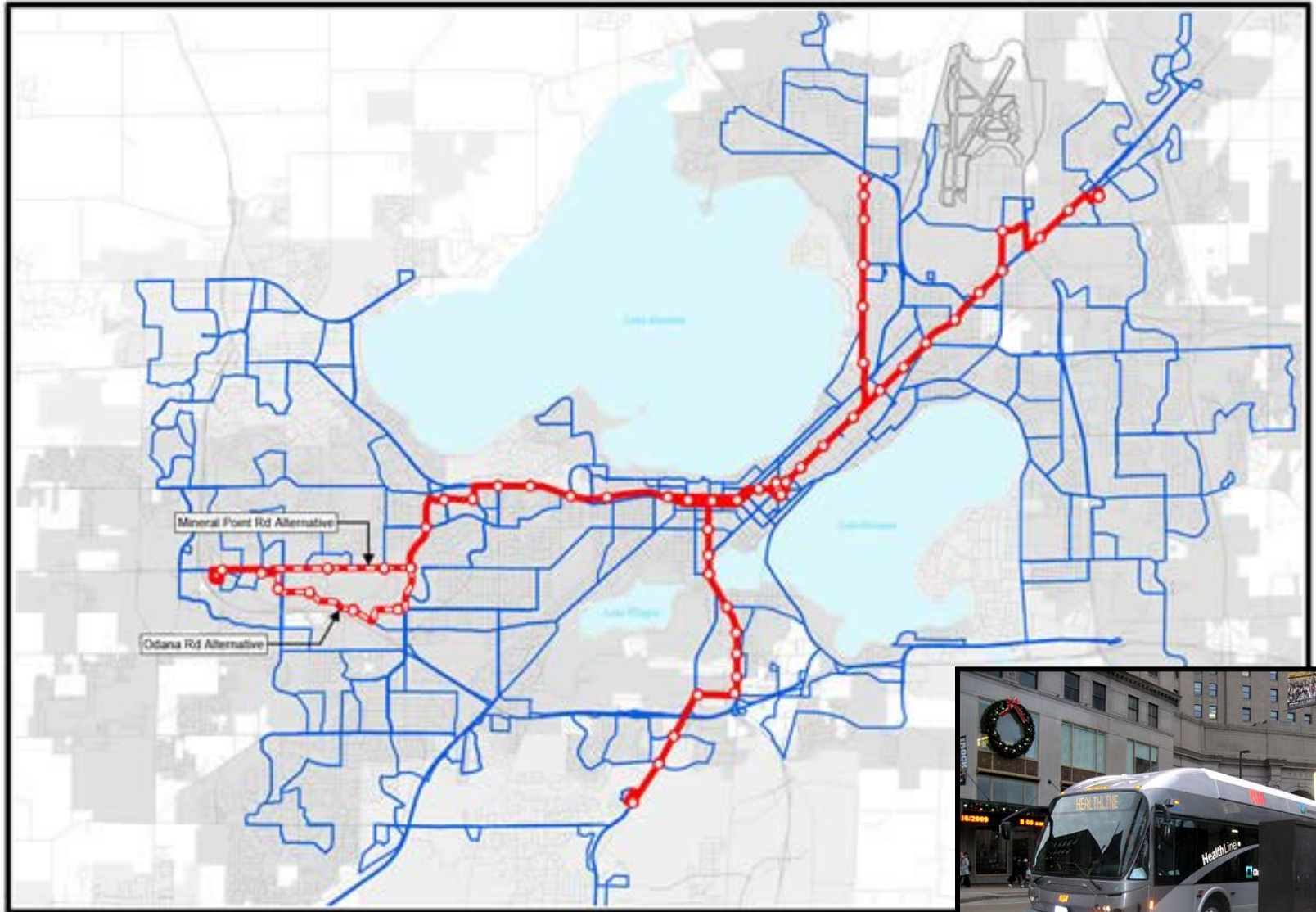
2 – Other areas w/in MPO planning area

3 – Outlying villages

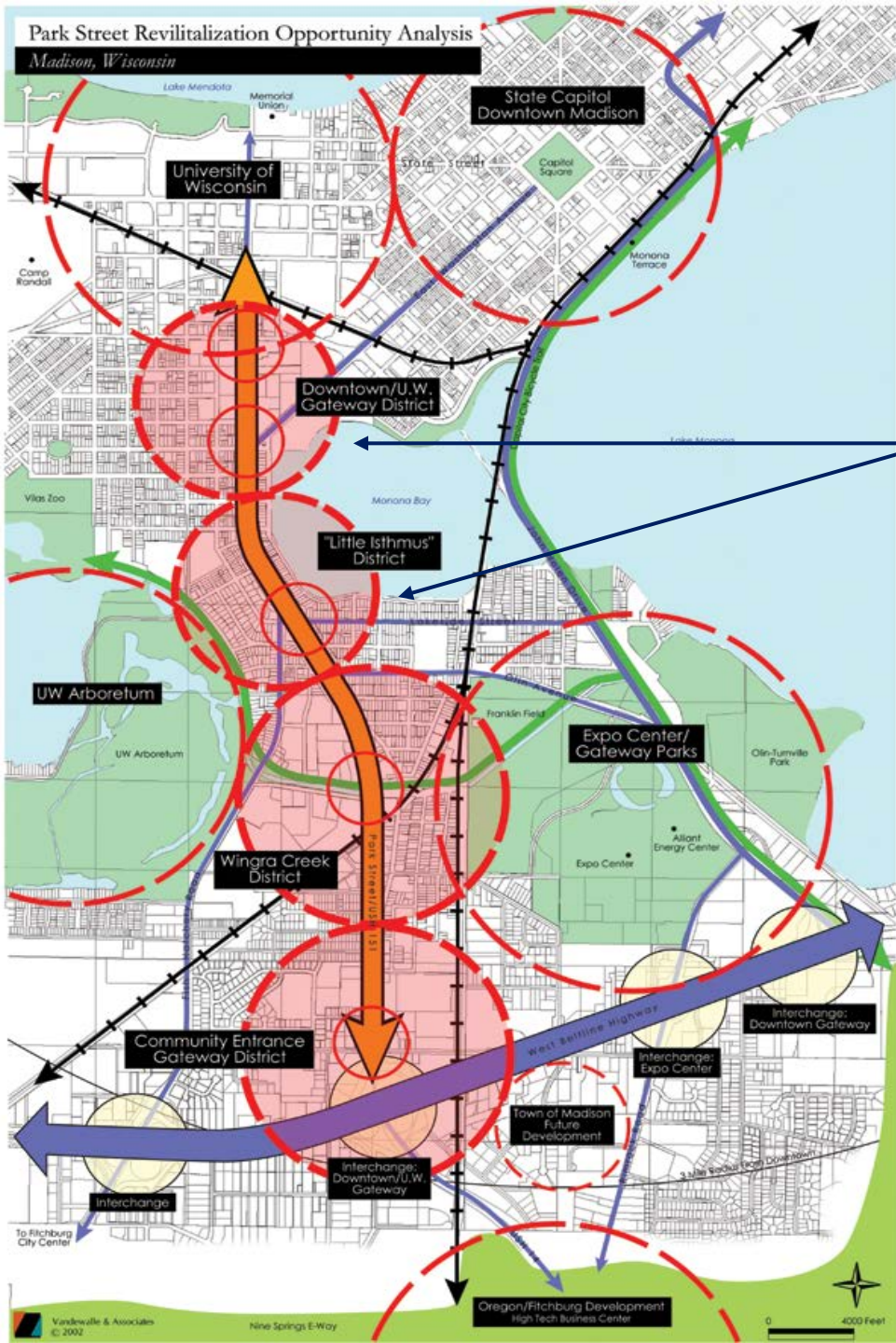


Dane County, Wisconsin

Bus-Rapid Transit (Dane County)



Bus-Rapid Transit (Cleveland)



Future BRT stations

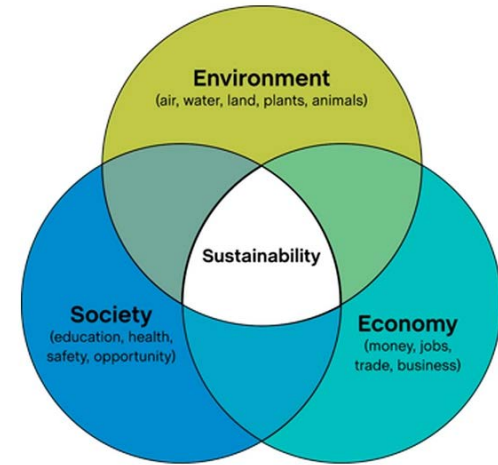
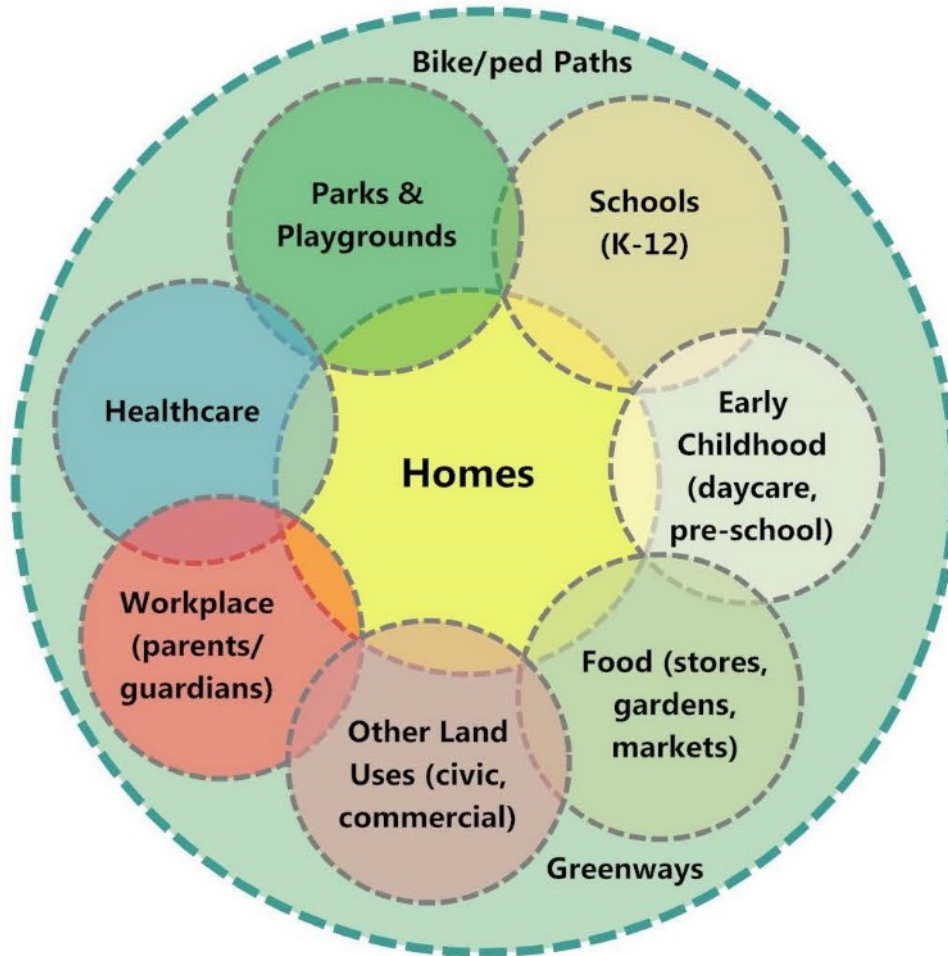
Zoning Overlay Districts

Medium-density, mixed-use, pedestrian-friendly, transit-served development.

South Park Street Corridor

Madison's Urban Design District #7

Design Concept:
**Location-Efficient
Neighborhoods**

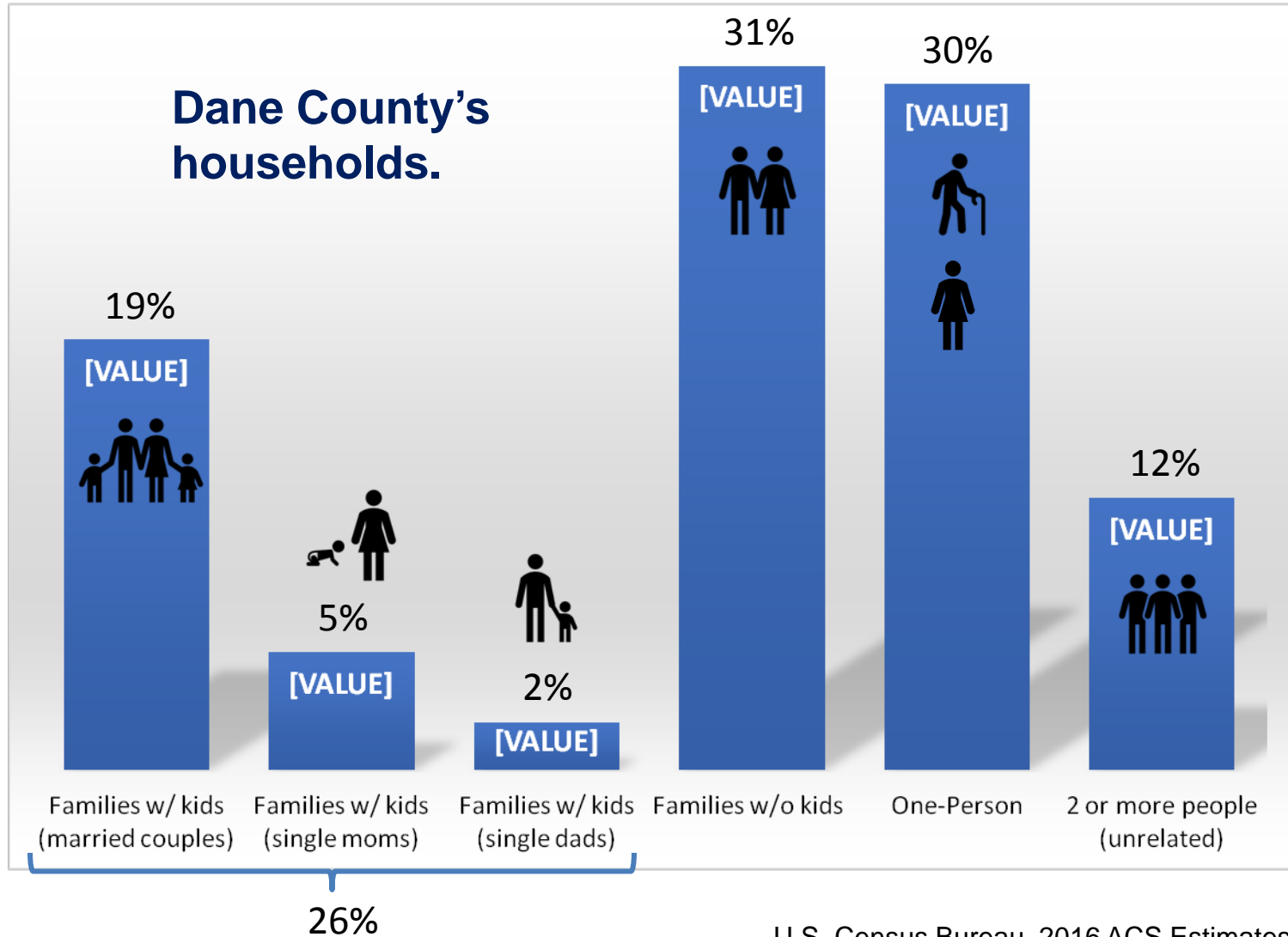


Do your community's plans, codes, & ordinances promote infill + redevelopment?

Potential Tools + Techniques

- Zoning overlay districts
- Density bonus incentives
- Special tax zones or TIF districts
- Mixed-use development criteria
- Streamlined permitting

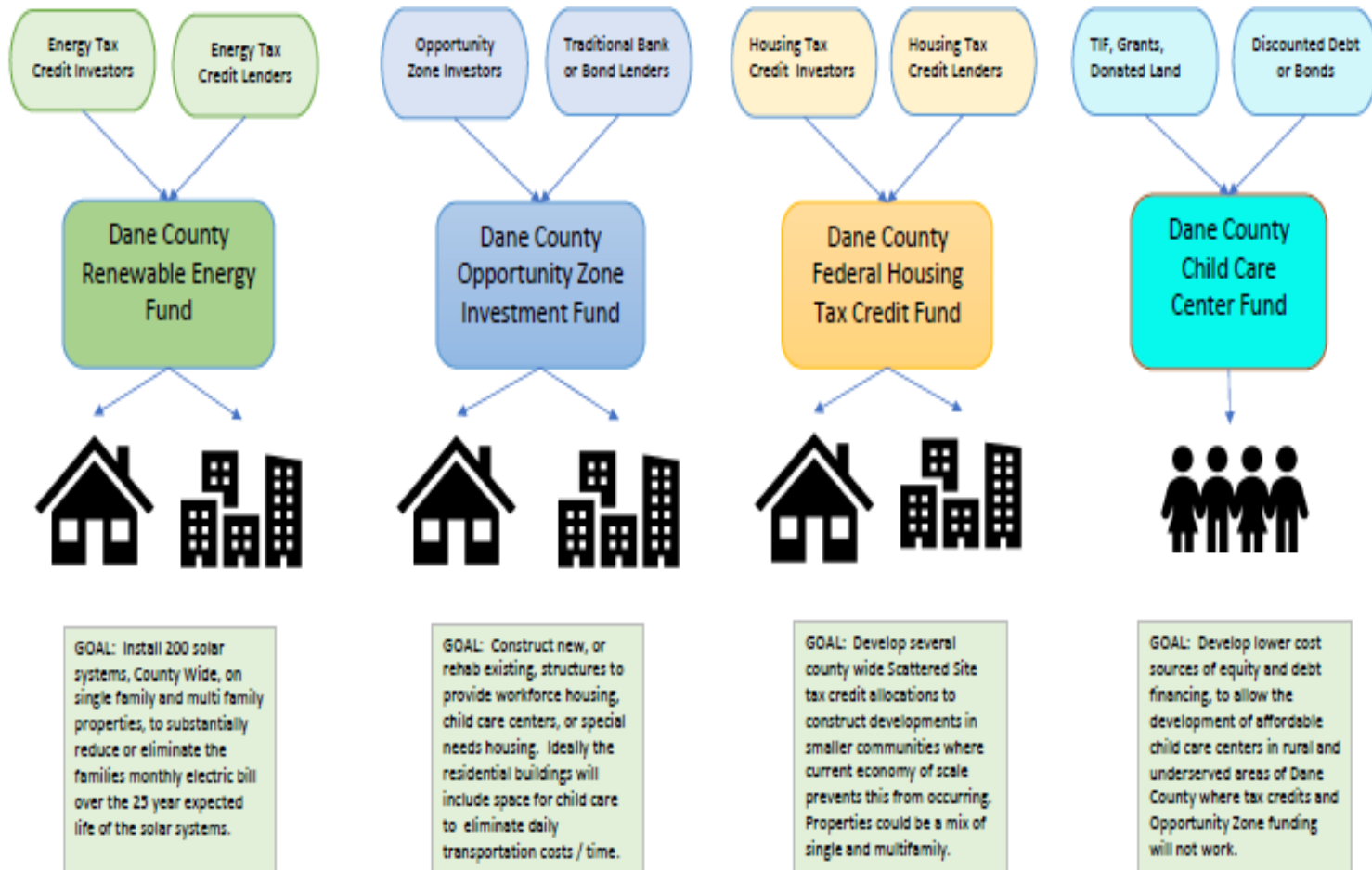
Affordable Workforce Housing for...



U.S. Census Bureau, 2016 ACS Estimates

CLOSING THE HOUSING GAP AND OPENING THE DOOR TO THE AMERICAN DREAM

County Wide Targeted Investment Funds



EXAMPLES OF NET INCOME INCREASES

IT ADDS UP QUICK!

1. Use Solar energy to reduce family utility bill = **\$100 per month**
2. New full or part time employment in the expanded child care centers, energy sector, or construction trades = **\$ 200 per week**
3. Reduce child care costs, and / or increase child care worker wages, by providing lower cost facilities = **\$50 per week**
4. Expand child care to second shift to allow additional or different employment = **\$100 per week**
5. Locate new child care centers in new multifamily buildings =
Reduce stress and increase family quality time = **priceless**
6. Create new job opportunities through the solar, child care and housing initiatives = **\$1,000 per month**
7. Reduce transportation costs through additional child care centers and added hours = **\$20 per week**
8. Reduce housing costs through creation of additional housing with reduced rent or opportunity to live closer to employment = **\$200 per month**

For Potential Community Partners – What's Next?

Housing, Child Care, and Energy

Community leadership needed to:

1. Identify potential locations (specific sites)
2. Help to define development project programming
3. Capitalize on potential social, economic, and environmental synergies

There will be multiple times during the year that the “Funds” will be assembled.

What timing would work best for your current and future comprehensive planning process?